

AMENDMENTS TO THE CLAIMS

1-16. (Cancelled)

17. (New) A method of operating a data broadcasting system that executes a data broadcast under a client-server environment, the method comprising the steps of:

downloading at a client device a data service table (DST) relating to a specific application;

extracting information relating to the specific application from the DST on the client device;

downloading at the client device individual data sections of the specific application based upon the extracted information;

extracting data from the downloaded individual data sections on the client device;

performing the following sequence of steps on the client device while the individual data sections are being downloaded and extracted;

extracting advertising-image related data from the DST, the advertising-image related data including an advertisement image path;

downloading an advertisement image from the advertisement image path; and

displaying the downloaded advertisement image;

cancelling the step of displaying the advertisement image after all data sections of the specific application are downloaded and extracted by the client device; and

executing the specific application on the client device.

18. (New) The method according to claim 17, wherein
the step of downloading an advertisement image from the advertisement image path
comprises downloading multiple advertisement images from the advertisement image path, and
the step of displaying the downloaded advertisement image comprises extracting and
composing a composite advertisement image from the multiple advertisement images.

19. (New) The method according to claim 17, wherein the step of displaying the
downloaded advertisement image comprises:
displaying one of a still image and a moving image.

20. (New) The method according to claim 17, further comprising:
displaying a video broadcast on a full screen of the client device, wherein the step of
displaying the downloaded advertisement image comprises:
displaying the downloaded advertisement image over the video broadcast on a
predetermined subset of the screen of the client device.

21. (New) The method according to claim 17, further comprising:
displaying one of an audio broadcast and a data broadcast on a screen of the client device,
wherein the step of displaying the downloaded advertisement image comprises:
displaying the downloaded advertisement image on an a full portion of the screen of the
client device.

22. (New) The method according to claim 17, wherein the step of downloading at the client device a data service table (DST) is initiated by one of

- turning on power to the client device; and
- changing a channel at the client device.

23. (New) A data broadcasting system of executing a data broadcast under a client-server environment, comprising:

- a network;
- a server; and
- a client device connected to the server via the network, wherein the client device is configured to
 - download a data service table(DST) relating to a specific application;
 - extract information relating to the specific application from the DST;
 - download individual data sections of the specific application based upon the extracted information;
 - extract data from the downloaded individual data sections;
 - perform the following sequence of functions while the individual data sections are being downloaded and extracted:
 - extract advertising-image related data from the DST, the advertising-image related data including an advertisement image path;
 - download an advertisement image from the advertisement image path; and
 - display the advertisement image;

cancel the step of displaying the advertisement image after the all data sections of the specific application are downloaded and extracted; and
execute the specific application.

24. (New) The system according to claim 23, wherein the client device is configured to
download multiple advertisement images from the advertisement image path, and
extract and compose a composite advertisement image from the multiple advertisement images as the advertisement image.

25. (New) The system according to claim 23, wherein the client device is configured to display one of a still image and a moving image as the advertisement image.

26. (New) The system according to claim 23, wherein the client device is configured to
display a video broadcast on a full screen of the client device; and
display the downloaded advertisement image over the video broadcast on a predetermined subset of the screen of the client device.

27. (New) The system according to claim 23, wherein the client device is configured to

display one of an audio broadcast and a data broadcast on a screen of the client device;
and

display the downloaded advertisement image on an a full portion of the screen of the client device.

28. (New) The system according to claim 23, wherein the client device is configured to initiate a data service table (DST) download in response to one of
turning on power at the client device; and
changing a channel at the client device.

29. (New) A client device in a data broadcasting system of executing a data broadcast under a client-server environment, the data broadcasting system including a network and a server connected to the client device via the network, the client device being configured to
download at the client device a data service table (DST) relating to a specific application;
extract information relating to the specific application from the DST;
download individual data sections of the specific application based upon the extracted information;
extract data from the downloaded individual data sections;
perform the following sequence of functions while the individual data sections are being downloaded and extracted:
extract advertising-image related data from the DST, the advertising-image related data including an advertisement image path;

download an advertisement image from the advertisement image path; and

display the advertisement image;

cancel the step of displaying the advertisement image after the all data sections of the specific application are downloaded and extracted; and

execute the specific application.

30. (New) The client device according to claim 29, further configured to

download multiple advertisement images from the advertisement image path, and

extract and compose a composite advertisement image from the multiple advertisement images as the advertisement image.

31. (New) The client device according to claim 29, further configured to display one of a still image and a moving image as the advertisement image.

32. (New) The client device according to claim 29, further configured to

display a video broadcast on a full screen of the client device; and

display the downloaded advertisement image over the video broadcast on a predetermined subset of the screen of the client device.

33. (New) The client device according to claim 29, further configured to

display one of an audio broadcast and a data broadcast on a screen of the client device;

and

display the downloaded advertisement image on an a full portion of the screen of the client device.

34. (New) The client device according to claim 29, further configured to initiate a data service table (DST) download in response to one of
turning on power at the client device; and
changing a channel at the client device.